

**CLAIMS:**

1. A method for presenting an animated advertisement on a web page, comprising the following steps, all carried out by a web server:

(a) obtaining a web page layer adapted to contain an animated advertisement content having at least one object adapted to run across a web page downloaded to a client computer connected to the web server without obscuring or disabling portions of the web page lying outside a boundary of said objects at any given instant of time,

(b) uploading said web page layer to the client computer for displaying the animated advertisement content in association with the web page, and

(c) uploading to the client computer an agent for maintaining the animated advertisement content in view regardless of any scrolling of the web page.

2. The method according to Claim 1, wherein the web page is downloaded to the client computer by said web server.

3. The method according to Claim 1, wherein the web page is downloaded to the client computer by a different web server.

4. The method according to Claim 1, further including the step of sending a trigger signal to the client computer for starting the animation.

5. The method according to Claim 1, wherein the animated advertisement is a video clip.

6. The method according to Claim 1, wherein the animated advertisement is a vector animation file.

7. The method according to Claim 6, wherein the vector animation file is a Flash® (SWF) file.

8. The method according to Claim 1, wherein the trigger signal is independent of any autonomous activity performed by a user of the client computer.

9. The method according to Claim 1, further including the step of downloading to the client a mobile program for creating the trigger signal.

10. The method according to Claim 1, wherein the animated advertisement includes an integral trigger signal for running the animated advertisement.

11. The method according to Claim 1, wherein step (b) is performed after the web page finished downloading to the client computer.

5 12. The method according to Claim 1, wherein at least part of the at least one object is translucent.

13. The method according to Claim 1, wherein the at least one object has a pseudo 3-dimensional form.

14. The method according to Claim 1, further including associating sound  
10 effects with the at least one object.

15. A web server for presenting an animated advertisement on a web page, the web server comprising:

a processor,

a memory coupled to the processor and storing therein a web page layer  
15 adapted to contain an animated advertisement content containing at least one object adapted to run across the web page without obscuring or disabling portions of the web page lying outside a boundary of said objects at any given instant of time, and

a communication mechanism coupled to the processor for successively  
uploading the web page and the web page layer to a client computer connected to  
20 the web server and being adapted to upload to the client computer an agent for maintaining the animated advertisement content in view regardless of any scrolling of the web page.

16. The web server according to Claim 15, wherein:

the web page is stored in the memory, and

25 the communication mechanism successively downloads the web page and the web page layer to the client computer.

17. The web server according to Claim 15, wherein the processor is responsive to a clock for sending a trigger signal to the client for starting the animation.

18. The web server according to Claim 15, wherein the animated  
30 advertisement is a video clip.

19. The web server according to any Claim 15, wherein the animated advertisement is a vector animation file.

20. The web server according to Claim 15, wherein the at least one object has a pseudo 3-dimensional form.

5 21. The web server according to Claim 15, wherein the communication mechanism is responsive to the processor for downloading to the client a mobile program for creating the trigger signal.

22. The web server according to Claim 15, wherein the animated advertisement includes an integral trigger signal for running the animated  
10 advertisement.

23. The web server according to Claim 15, wherein the communication mechanism is responsive to the processor for downloading the animated advertisement content after the web page finished downloading to the client computer.

15 24. The web server according to Claim 15, wherein at least part of the at least one object is translucent.

25. A program storage device readable by machine, tangibly embodying a program of instructions executable by the machine to perform method steps for presenting an animated advertisement on a web page, comprising the following  
20 steps:

- (a) obtaining a web page layer adapted to contain an animated advertisement content having at least one object adapted to run across a web page downloaded to a client computer connected to the web server without obscuring or disabling portions of the web page lying outside a  
25 boundary of said objects at any given instant of time,
- (b) uploading said web page layer to the client computer for displaying the animated advertisement content in association with the web page, and
- (c) uploading to the client computer an agent for maintaining the animated advertisement content in view regardless of any scrolling of the web  
30 page.

**26.** A computer program product comprising a computer useable medium having computer readable program code embodied therein for presenting an animated advertisement on a web page, the computer program product comprising:

computer readable program code for causing the computer to obtain a web  
5 page layer adapted to contain an animated advertisement content having at least one object adapted to run across a web page downloaded to a client computer connected to the web server without obscuring or disabling portions of the web page lying outside a boundary of said objects at any given instant of time,

computer readable program code for causing the computer to upload said  
10 web page layer to the client computer for displaying the animated advertisement content in association with the web page, and

computer readable program code for causing the computer to upload to the client computer an agent for maintaining the animated advertisement content in view regardless of any scrolling of the web page.

**27.** A method for presenting an animated advertisement on a web page, comprising the following steps all carried out by a client computer connected to a web server:

(a) downloading a web page from the web server,

(b) superimposing over said web page a web page layer containing the  
20 animated advertisement having at least one object adapted to run across the web page without obscuring or disabling portions of the web page lying outside a boundary of said objects at any given instant of time and to remain in view regardless of any scrolling of the web page, and

(c) applying a trigger signal for starting the animated advertisement.

**28.** The method according to Claim 27, wherein steps (b) and (c) include  
25 running an application program for compiling the web page layer, applying the trigger signal and maintaining the animated advertisement in view regardless of any scrolling of the web page.

**29.** The method according to Claim 28, further including downloading the  
30 application program from a web server.

30. The method according to Claim 28, wherein the application program generates an integral trigger signal for running the animated advertisement.

31. The method according to Claim 27, wherein step (b) includes downloading the web page layer from a web server.

5 32. The method according to Claim 31, further including the step of receiving a trigger signal from a web server for starting the animation.

33. The method according to Claim 27, wherein the animated advertisement is a audio/video clip.

10 34. The method according to Claim 27, wherein the animated advertisement is a vector animation file.

35. The method according to Claim 27, wherein the trigger signal is independent of any autonomous activity performed by a user of the client computer.

36. The method according to Claim 31, further including the step of downloading from the web server a mobile program for creating the trigger signal.

15 37. The method according to Claim 31, wherein the animated advertisement includes an integral trigger signal for running the animated advertisement.

38. The method according to Claim 27, wherein at least part of the at least one object is translucent.

20 39. The method according to Claim 27, wherein the at least one object has a pseudo 3-dimensional form.

40. A client machine for presenting an animated advertisement on a web page, the client machine comprising:

a processor,

25 a memory coupled to the processor and adapted to store therein a web page and a web page layer containing the animated advertisement containing at least one object adapted to run across the web page without obscuring or disabling portions of the web page lying outside a boundary of said objects at any given instant of time,

30 a communication mechanism coupled to the processor for downloading a web page from a web server to said memory,

a triggering unit coupled to the processor for applying a trigger signal for starting the animated advertisement,

an overlay mechanism coupled to the triggering unit and responsive to the trigger signal for superimposing over said web page a web page layer, and

5 an agent for maintaining the animated advertisement in view regardless of any scrolling of the web page.

**41.** The client machine according to Claim 40, wherein the overlay mechanism is constituted by an application program for compiling the web page layer or a “pseudo web page layer” and applying the trigger signal.

10 **42.** The client machine according to Claim 41, wherein the communication mechanism is adapted to download the application program and/or the agent from a web server.

**43.** The client machine according to Claim 41, wherein the application program is adapted to generate an integral trigger signal for running the animated  
15 advertisement.

**44.** The client machine according to Claim 40, wherein the communication mechanism is adapted to download the web page layer from a web server.

**45.** The client machine according to Claim 44, wherein the triggering unit receives a trigger signal from the web server for starting the animation.

20 **46.** The client machine according to Claim 40, wherein the animated advertisement is a video clip.

**47.** The client machine according to Claim 40, wherein the animated advertisement is a vector animation file.

**48.** The client machine according to Claim 40, wherein the triggering unit is  
25 independent of any autonomous activity performed by a user of the client machine for generating the trigger signal.

**49.** The client machine according to Claim 44, wherein the communication mechanism is adapted to download from the web server a mobile program for creating the trigger signal.

**50.** The client machine according to Claim 44, wherein the animated advertisement includes an integral trigger signal for running the animated advertisement.

**51.** The client machine according to Claim 40, wherein at least part of the at  
5 least one object is translucent.

**52.** The client machine according to Claim 40, wherein the at least one object has a pseudo 3-dimensional form.

**53.** A program storage device readable by machine, tangibly embodying a program of instructions executable by the machine to perform method steps for  
10 presenting an animated advertisement on a web page, comprising the following steps all carried out by a client computer connected to a web server:

- (a) downloading a web page from the web server,
- (b) superimposing over said web page a web page layer containing the  
15 animated advertisement having at least one object adapted to run across the web page without obscuring or disabling portions of the web page lying outside a boundary of said objects at any given instant of time and to remain in view regardless of any scrolling of the web page, and
- (c) applying a trigger signal for starting the animated advertisement.

**54.** A computer program product comprising a computer useable medium  
20 having computer readable program code embodied therein for presenting an animated advertisement on a web page, the computer program product comprising:

computer readable program code for causing the computer to download a web page from the web server,

computer readable program code for causing the computer to superimpose  
25 over said web page a web page layer containing the animated advertisement having at least one object adapted to run across the web page without obscuring or disabling portions of the web page lying outside a boundary of said objects at any given instant of time and to remain in view regardless of any scrolling of the web page, and

computer readable program code for causing the computer to apply a trigger signal for starting the animated advertisement.

**55.** A method for presenting an advertisement on a web page, comprising the following steps all carried out by a client computer connected to a web server:

- 5       **(a)** displaying a brief animated clip relating to a product or service to grab an observer's attention, and
- (b)** displaying a link to an advertisement stored in association with an advertisement web server associated with said product or service so as to allow the observer to get further information relating to the product or
- 10       service.

**56.** The method according to Claim 55, further including the steps of:

- (c)** on terminating display of said further information, re-displaying the link.

**57.** The method according to Claim 55, wherein the brief animated clip serves  
15 as a teaser for enticing a user at the client machine to request an advertisement and said link serves as a reminder of the advertisement after termination of the teaser.

**58.** The method according to Claim 55, wherein the animated clip and the advertisement are animated web layers.

**59.** The method according to Claim 55, further including displaying one or  
20 more command icons allowing the user to interact with the advertisement.

**60.** The method according to Claim 55, further including maintaining the advertisement in view regardless of any scrolling of the web page.

**61.** The method according to Claim 54, further including associating sound effects with the animated clip.

25 **62.** A method for charging for display of an advertisement displayed at a client machine by an ad server on behalf of an advertiser, said method comprising the steps of:

- (a)** downloading the advertisement to the client machine,
- (b)** receiving from the client machine an indication of an actual display time  
30 during which the advertisement is displayed at the client machine, and



(c) charging the advertiser in accordance with the actual display time.

**63.** A program storage device readable by machine, tangibly embodying a program of instructions executable by the machine to perform method steps for presenting an advertisement on a web page, comprising the following steps all  
5 carried out by a client computer connected to a web server:

- (a) displaying a brief animated clip relating to a product or service to grab an observer's attention, and
- (b) displaying a link to an advertisement stored in association with an advertisement web server associated with said product or service so as to allow the observer to get further information relating to the product or service.

**64.** A computer program product comprising a computer useable medium having computer readable program code embodied therein for presenting an advertisement on a web page, the computer program product comprising:

15 computer readable program code for causing the computer to display a  
brief animated clip relating to a product or service to grab an observer's attention,  
and

computer readable program code for causing the computer to display a link to an advertisement stored in association with an advertisement web server associated with said product or service so as to allow the observer to get further information relating to the product or service.

65. A program storage device readable by machine, tangibly embodying a program of instructions executable by the machine to perform method steps for charging for display of an advertisement displayed at a client machine by an ad server on behalf of an advertiser, said method comprising the steps of:

- (a) downloading the advertisement to the client machine,
- (b) receiving from the client machine an indication of an actual display time during which the advertisement is displayed at the client machine, and
- (c) charging the advertiser in accordance with the actual display time.

66. A computer program product comprising a computer useable medium having computer readable program code embodied therein for charging for display of an advertisement displayed at a client machine by an ad server on behalf of an advertiser, said computer program product comprising:

5 computer readable program code for causing the computer to download the advertisement to the client machine,

computer readable program code for causing the computer to receive from the client machine an indication of an actual display time during which the advertisement is displayed at the client machine, and

10 computer readable program code for causing the computer to charge the advertiser in accordance with the actual display time.

66. A computer program product comprising a computer useable medium having computer readable program code embodied therein for charging for display of an advertisement displayed at a client machine by an ad server on behalf of an advertiser, said computer program product comprising: